



1fw  
3629

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-55 (GP-143-00-US)

Applicants: Brian AXE, et al.

Serial No.: 10/656,917

Filing Date: September 5, 2003

Title: IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC COMPETITIVE ADS

Examiner: Not yet assigned

Group Art Unit: 3629

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

Information Disclosure Statement Transmittal

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

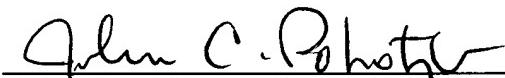
Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

Accordingly, it is believed that no fee is due. If, however, an

Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(c)(2) in the alternative. The Office is authorized to charge the fee of \$ 180.00 and any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

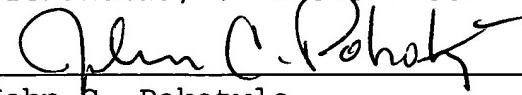
Dated: March 2, 2007

  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 542-9070

STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **March 2, 2007** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
John C. Pokotylo                    36,242  
                                        Reg. No.

MAR 06 2007

U.S. Department of Commerce  
Patent and Trademark Office

Application Number: 10/656,917  
 Filing Date: September 5, 2003  
 First Named Inventor: Brian AXE  
 Group Art Unit: 3629  
 Examiner Name: Not yet assigned

**INFORMATION DISCLOSURE STATEMENT BY APPLICANT**  
*(use as many sheets as necessary)*

Sheet

1

of

1

Attorney Docket No.:

Google-55 (GP-143-00-US)

**U.S. PATENT DOCUMENTS**

| Examiner Initials* | Cite No. <sup>1</sup> | U.S. Patent Document Number | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines where relevant Passages or Figures appear |
|--------------------|-----------------------|-----------------------------|-----------------------------|---|---|
|                    |                       |                             |                             |   |   |
|                    |                       |                             |                             |   |   |
|                    |                       |                             |                             |   |   |
|                    |                       |                             |                             |   |   |
|                    |                       |                             |                             |   |   |
|                    |                       |                             |                             |   |   |
|                    |                       |                             |                             |   |   |
|                    |                       |                             |                             |   |   |

| Examiner Initials* | Cite No. <sup>1</sup> | Foreign Patent Document Office <sup>3</sup> Number <sup>4</sup> | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear | T <sup>2</sup> |
|--------------------|-----------------------|---|-----------------------------|---|---|----------------|
|                    |                       |   |                             |   |   |                |
|                    |                       |   |                             |   |   |                |
|                    |                       |   |                             |   |   |                |
|                    |                       |   |                             |   |   |                |
|                    |                       |   |                             |   |   |                |
|                    |                       |   |                             |   |   |                |
|                    |                       |   |                             |   |   |                |
|                    |                       |   |                             |   |   |                |

**OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS**

| Examiner Initials* | Cite No. <sup>1</sup> | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source        | T <sup>2</sup> |
|--------------------|-----------------------|---|----------------|
|                    | AC                    | Form PCT/IB/326, Notification Concerning Transmittal of Copy of International Preliminary Report on Patentability (Chapter I of the Patent Cooperation Treaty) for PCT/US2004/027390, mailed May 26, 2006 (1 pg.)   |                |
|                    | AD                    | Form PCT/IB/373, International Preliminary Report on Patentability for PCT/US2004/027390, mailed May 26, 2006 (1 pg.)   |                |
|                    | AE                    | Form PCT/ISA/237, Written Opinion of the International Searching Authority for PCT/US2004/27390, mailed April 18, 2006 (3 pgs.)   |                |
|                    | AF                    | Form PCT/IB/311, Notification Concerning Transmittal of Copy of International Application as Published or Republished for PCT/US2004/027390, mailed June 1, 2006 with attached publication no. WO 2005/025291 and Form PCT/ISA/210 (mailed April 18, 2006) (3 pgs.) |                |
|                    |                       |   |                |

|                    |                 |
|--------------------|-----------------|
| Examiner Signature | Date Considered |
|--------------------|-----------------|

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language translation is attached.